computer readable medium comprising a computer program for displaying items of information on a display apparatus. The present invention still further relates to a computer readable medium comprising a computer program for scheduling items of information.--

Please substitute the paragraph starting at page 1, line 11 and ending at line 16, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--A large portion of advertising today involves broadcasting to a large audience. For advertisers that target a large portion of the population this may be appropriate, but for smaller advertisers these methods are not always appropriate. Any method which allows advertisers to cost effectively target a smaller, more specific audience will be beneficial. As the cost of technology continues to reduce, it is now foreseeable to have many small public displays that advertise to smaller, more localized audiences.--

Please substitute the paragraph starting at page 1, line 26 and ending at page 2, line 2, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--United States Patent No. 5,664,948 entitled "DELIVERY OF DATA INCLUDING PRELOADED ADVERTISING DATA" describes a system and method for the presentation of advertisements in a moving vehicle. In U.S. Patent No. 5,664,948, the described method for scheduling advertisements involves selecting advertisements in

response to events such as time and location of the vehicle and then placing the advertisements into a queue. In the event that a system interrupt occurs which takes control of the output devices, such as an interrupt responding to user interaction, the queue would have to be delayed. This could result in the queue becoming undesirably long and queued advertisements may not get played under the conditions they were intended to be played. Furthermore, advertisements are selected on a first picked first served basis that may or may not result in the most appropriate advertisement being played.--

Please substitute the paragraph starting at page 4, line 27 and ending at page 5, line 15, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--The preferred embodiment provides a preferred apparatus and method for the display of items of information designed for small and localized audiences. In particular, the preferred embodiment provides a scheduling method for scheduling items of information, which may include advertisements. These items of information may be based on conditions such as location and user interaction, in addition to other definable events. During the process of scheduling an item of information, the current conditions are used to determine which item of information would get the most value out of being scheduled at that particular time. To do this, the system determines the priority of each item of information in the database under the conditions at the particular time and selects the item of information with the highest priority. This method can be implemented on the run, so that items of information can be scheduled around unpredictable user interaction. During this processing, a user interrupt will be generated in response to a user interacting with the

user interface. The schedule of items of information will be cleared in response to such a user interrupt and a time is estimated on how long the user will interact with the user interface. The process will then schedule items of information for the current estimated time. If the user is still interacting with the user interface at the end of the current estimated time, then the process will again clear the schedule, estimate a further time and schedule items of information for the next estimated time. This continues until the user is finished with the user interface and the process will then display the scheduled items of information at the current estimated time according to their priority. In this way, the preferred embodiment is a more flexible system, in that each advertisement is prioritized at a particular instant in time rather than placing them in a queue. Thus avoiding long queues and inappropriate items of information being displayed.--

B4 Cont'd

Please substitute the paragraph starting at page 5, line 16 and ending at line 22, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--Whilst the preferred embodiment is described with reference to a generic application, it has, due to its nature, a multitude of applications. For example, the preferred embodiment may be used in a public transport environment such as taxis, buses, trains and airplanes for displaying timetables and/or advertisements. The preferred embodiment may also be used in public waiting areas, such as in airports, train stations, bus stops, doctors surgeries, lifts etc. Furthermore, the preferred embodiment may also be used in shops, canteens and billboards.--

B5

Please substitute the paragraph starting at page 5, line 23 and ending at page 6, line 2, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--Fig. 1 shows a block diagram of an information display apparatus 1. The apparatus 1 comprises a number of output devices 100, a user interface 150, a user application module 170, a user activity analyzer 160, a scheduler 140, local storage device 130, datalink 180, and output compiler 110. Advertising and other items of information are output through the output devices 100 such as a conventional display unit 101, audio output 102 and a printer output 103. The display unit 101 displays information and advertisement videos, animations, images or text. The display unit 101 would also be used to display any menus required to show the options that the system may present to the user at various times. Audio output 102 may be used to support the video information in the display unit 101 where audio is desirable. Information leaflets and advertisement coupons could be printed out through the printer output 103. Information leaflets could include news, maps, phone numbers, addresses, etc for the user. Coupons designed by the advertisers would also provide a feed back mechanism for the advertisers.--

Please substitute the paragraph starting at page 6, line 30 and ending at page 7, line 10, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--Preferably, the embodiment comprises a user activity analyzer 160. However, the present invention is not limited to such a device, and it may be dispensed with in some implementations. The user activity analyzer process 160 monitors the user

interaction. By detecting the presence of a user and monitoring the user interaction, a user profile 170 is developed which can assist the scheduler 140 to schedule the most appropriate advertisements or other items of information for the user. For example, if the user accesses a menu for restaurants, the user profile 170 would indicate the user's interest in restaurants. This could be implemented by recording the key word "restaurant" along with the time that the user accessed the restaurant menu. The recording of the time with the key word is important, as such permits the influence that the key word has on the operation of the scheduler 140 to be altered, for example reduced, over time. Such a reduction or decay may be implemented by any function that decreases in value as the time since the key word was added increases. If the user accesses the restaurant menu again, the apparatus would either update the time value of the existing "restaurant" key word entry or alternatively add a totally new record.--

B7 Cont'd

Please substitute the paragraph starting at page 7, line 11 and ending at line 20, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--A new user profile is produced and used if the user activity analyzer 160 determines that the current user had finished or gone away. The analyzer 160 may determine this via a presence sensor such as an infra red sense or weight sensor, or alternatively using a time out routine where the user analyzer 160 monitors the time since the user last interacted with the system. A new user profile may also be used when events related to the user status occur. For example, resetting the fare meter in a taxi would indicate that the current user has left the taxi and hence would be an appropriate time to

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create a new user profile 170. Each user profile 170 developed is preferably stored in the local storage device 130, so that system administrators may provide feedback on the system usage for themselves as well as for the advertisers.--

Please substitute the paragraph starting at page 8, line 1 and ending at line 3, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

B9

--Under normal operation, there are three concurrent processes running: the scheduler 140; the output compiler 110; and the control of the output devices 100. During user interaction, the user activity analyzer 160 is also activated.--

Please substitute the paragraph starting at page 8, line 4 and ending at line 16, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

--The processes performed by the user application module 170, scheduler 140 and the user activity analyzer 160 may be implemented on a general-purpose computer. The user interface 150, local storage device 130, data-link 180, output compiler 110 and output devices 100 can also be implemented as peripheral devices interfacing such a general purpose computer. In particular, the steps of the processes performed by the

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scheduler 140, user application module 170 and the user activity analyzer 160 can be effected by coded instructions in the software that are carried out by the computer. The software may be stored in a computer readable medium, including the storage devices described below, for example. The software is loaded into the computer from the